R J Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
336-741-2053

July 27, 1998

SENT VIA E-MAIL

Bob Snow
Tim Gillespie
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SUBJECT: **Winston July/August Primary Period Materials**

Attached you will find an update on the remaining Winston Support Materials for the July/August primary period. Please ensure the remaining items are ordered out for placement at retail or as soon as possible.

Please let me know if there are any items that you will not be able to utilize, so I can offer them up to other Regions.

Call if you have any questions.

Don

98098DF/di
Attachment (Winuse2.xls)

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Source: https://www.industrydocuments.ucsf.edu/docs/jzpn0000

Inventory Status Winston July/August Thrust

Item #	545330			545324			545303			545315		
Description	No Add Wobbler			STS Wobbler			CTS Sleeve			CTS Display		
Order Qty	Allocation	1500	% Remaining	Allocation	1500	% Remaining	Allocation	5,000	% Remaining	Allocation	5,000	% Remaining
Region												
1100	62	28	45%	62	4	6%	67	0	0%	67	0	0%
1200	74	23	31%	74	23	31%	22	0	0%	22	0	0%
1300	56	0	0%	56	0	0%	101	1	1%	101	2	2%
1600	64	4	6%	64	72	113%	289	0	0%	289	0	0%
1700	71	0	0%	71	0	0%	210	0	0%	210	0	0%
1800	78	0	0%	78	0	0%	262	1	0%	262	1	0%
NESA	**405**	**55**	**14%**	**405**	**99**	**24%**	**951**	**2**	**0%**	**951**	**3**	**0%**
2100	86	16	19%	86	16	19%	250	0	0%	250	0	0%
2200	86	0	0%	86	0	0%	180	0	0%	180	0	0%
2300	94	0	0%	94	0	0%	250	0	0%	250	0	0%
2600	85	15	18%	85	29	34%	410	0	0%	410	0	0%
2900	79	13	16%	79	12	15%	253	0	0%	254	1	0%
SSA	**430**	**44**	**10%**	**430**	**57**	**13%**	**1344**	**0**	**0%**	**1344**	**1**	**0%**
5100	71	0	0%	71	0	0%	125	70	56%	125	2	2%
5400	64	13	20%	64	56	88%	150	0	0%	150	0	0%
5600	61	0	0%	61	0	0%	235	0	0%	235	0	0%
5800	105	1	1%	105	0	0%	190	0	0%	190	0	0%
WSA	**301**	**14**	**5%**	**301**	**56**	**19%**	**700**	**70**	**10%**	**700**	**2**	**0%**
6200	76	13	17%	76	13	17%	300	52	17%	300	3	1%
6300	58	0	0%	58	0	0%	373	0	0%	375	2	1%
6600	89	46	52%	89	59	66%	600	27	5%	600	15	3%
6700	76	4	5%	76	21	28%	250	0	0%	250	1	0%
6900	65	1	2%	65	1	2%	480	2	0%	480	36	8%
MWSA	**364**	**64**	**18%**	**364**	**94**	**26%**	**2005**	**81**	**4%**	**2005**	**57**	**3%**
National		76	30%		0	0%		17	10%		13	17%
TOTAL	1500	253		1500	306		5000	170		5000	76	
% Remain		16.87%			20.40%			3.40%			1.52%	

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Inventory Status Winston July/August Thrust

Item #	545345			545351			545342			537323		
Description	9X3 Banner/price			4 X 2 Banner			Corex P Sign			Change Mat		
Order Qty	Allocation	32,000	% Remaining	Allocation	27,000	% Remaining	Allocation	12,000	% Remaining	Allocation	70,000	% Remaining
Region												
1100	1100	265	24%	1250	220	18%	413	32	8%	2888	340	12%
1200	700	268	38%	1500	555	37%	496	100	20%	3472	2270	65%
1300	1226	11	1%	939	38	4%	375	0	0%	2628	1	0%
1600	1710	740	43%	1373	403	29%	549	229	42%	3751	1374	37%
1700	1424	76	5%	2000	0	0%	1229	0	0%	3821	0	0%
1800	1556	323	21%	645	416	64%	1110	227	20%	3630	614	17%
NESA	**7716**	**1683**	**22%**	**7707**	**1632**	**21%**	**4172**	**588**	**14%**	**20190**	**4599**	**23%**
2100	2030	1558	77%	220	214	97%	574	521	91%	1393	971	70%
2200	776	386	50%	853	469	55%	1108	762	69%	4030	2360	59%
2300	1884	1026	54%	1570	883	56%	628	231	37%	3500	1680	48%
2600	1703	412	24%	1419	490	35%	600	79	13%	3973	664	17%
2900	1566	396	25%	1205	329	27%	522	83	16%	3655	956	26%
SSA	**7959**	**3778**	**47%**	**5267**	**2385**	**45%**	**3432**	**1676**	**49%**	**16551**	**6631**	**40%**
5100	1420	478	34%	1184	82	7%	473	0	0%	3309	1440	44%
5400	1375	670	49%	1063	838	79%	425	245	58%	2975	1643	55%
5600	1368	1124	82%	1015	757	75%	406	0	0%	2841	47	2%
5800	2097	0	0%	1603	0	0%	697	1	0%	4894	1273	26%
WSA	**6260**	**2272**	**36%**	**4865**	**1677**	**34%**	**2001**	**246**	**12%**	**14019**	**4403**	**31%**
6200	1520	816	54%	1266	691	55%	507	251	50%	3546	667	19%
6300	1363	0	0%	969	0	0%	388	8	2%	2714	20	1%
6600	1782	1647	92%	1485	1290	87%	594	436	73%	4157	3827	92%
6700	1510	968	64%	1259	709	56%	504	125	25%	3525	2660	75%
6900	1457	11	1%	1089	7	1%	436	11	3%	3049	22	1%
MWSA	**7632**	**3442**	**45%**	**6068**	**2697**	**44%**	**2429**	**831**	**34%**	**16991**	**7196**	**42%**
National		2547	19%		3211	28%		0	0%		2348	9%
TOTAL	29567	13722		23907	11602		12034	3341		67751	25177	
% Remain		42.88%			42.97%			27.84%			35.97%	

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Inventory Status Winston July/August Thrust

Item #	545153			545423			538685			
Description	Henley Shirt			16 Pk Disp (Targeted August Usage)			Corex NB Disc			
Order Qty	Allocation	10,010	% Remaining	Allocation	10,000	% Remaining	Allocation	15,841	% Remaining	
Region										
1100	505	5	1%	413	0	0%	295	10	3%	
1200	881	227	26%	496	109	22%	355	110	31%	
1300	422	9	2%	375	160	43%	269	14	5%	
1600	396	0	0%	425	115	27%	313	47	15%	
1700	438	0	0%	474	1	0%	340	0	0%	
1800	446	0	0%	519	326	63%	371	0	0%	
NESA	**3088**	**241**	**8%**	**2702**	**711**	**26%**	**1943**	**181**	**9%**	
2100	500	2	0%	574	14	2%	411	202	49%	
2200	561	8	1%	576	6	1%	412	248	60%	
2300	573	1	0%	628	279	44%	449	367	82%	
2600	554	3	1%	566	566	100%	406	125	31%	
2900	444	6	1%	522	159	30%	374	106	28%	
SSA	**2632**	**20**	**1%**	**2866**	**1024**	**36%**	**2052**	**1048**	**51%**	
5100	516	33	6%	473	14	3%	339	217	64%	
5400	461	0	0%	425	355	84%	304	241	79%	
5600	455	0	0%	406	0	0%	291	4	1%	
5800	519	98	19%	699	493	71%	500	97	19%	
WSA	**1951**	**131**	**7%**	**2003**	**862**	**43%**	**1434**	**559**	**39%**	
6200	460	25	5%	507	71	14%	363	164	45%	
6300	344	0	0%	388	4	1%	278	1	0%	
6600	477	0	0%	594	594	100%	425	413	97%	
6700	619	2	0%	504	457	91%	361	208	58%	
6900	428	27	6%	436	3	1%	312	0	0%	
MWSA	**2328**	**54**	**2%**	**2429**	**1129**	**46%**	**1739**	**786**	**45%**	
National		11	2%		0			0	0%	
TOTAL	9999	457		10000	3726		7168	2574		
% Remain		4.57%			37.26%			16.25%		

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Inventory Status Winston July/August Thrust

Item #										
Description										
Order Qty										
Region										
1100										
1200										
1300										
1600										
1700										
1800										
NESA										
2100										
2200										
2300										
2600										
2900										
SSA										
5100										
5400										
5600										
5800										
WSA										
6200										
6300										
6600										
6700										
6900										
MWSA										
National										
TOTAL										
% Remain										

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